

1997 PERFORMANCE INDEX

of California's CONTRA COSTA COUNTY

Prepared by



Contra Costa
Economic Partnership



Contra Costa Newspapers
Market Research
Department



Saint Mary's College
School of Economics and
Business Administration



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INTRODUCTION

The 1997 PERFORMANCE INDEX is a compilation of measures reflecting the economic vitality and quality of life in Contra Costa County.

The INDEX is a joint effort of the Contra Costa Economic Partnership, the Market Research Department of Contra Costa Newspapers and the School of Economics and Business Administration at Saint Mary's College.

The Contra Costa Economic Partnership is an association of business, education and public sector leaders dedicated to retaining and creating quality jobs for Contra Costa to maintain the county's quality of life.

Contra Costa Newspapers publishes five daily and seven weekly newspapers, serving all of Contra Costa County plus eastern Alameda County with a combined circulation of more than 200,000.

Saint Mary's College of California, located in Moraga, is the oldest and largest four-year college in Contra Costa County. Established in 1863, today Saint Mary's has a combined graduate and undergraduate enrollment of 4,000 students.

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HIGHLIGHTS

THE ECONOMY

INCOME/RETAIL: Contra Costa County is an affluent market with a strong retail base . . .

- The County has California's highest personal income level
- Household wealth is 72% above state average
- Retail sales increased by more than a half-billion dollars in past 3 years
- Residents have a 42% greater range of retail choice than state average

EMPLOYMENT: Employment in Contra Costa County is growing steadily . . .

- Help wanted ads were up 19% in past year
- Unemployment is down to 4.2%
- The number of jobs is projected to grow 50% by year 2015
- Strong growth is projected in cutting edge industries . . . telecommunications . . . computers and related electronics . . . bioscience
- 69% of today's workers are in white collar positions

BUSINESS: Contra Costa County is an entrepreneurial hotspot ripe with opportunities . . .

- 94% of Contra Costa businesses have fewer than 50 employees, employing 41% of County workers
- Office and industrial vacancies have declined more slowly in Contra Costa than other Bay Area counties
- Prospective Contra Costa tenants have a broader range of choices at generally more favorable rates than in other counties

HIGHLIGHTS

QUALITY OF LIFE

EDUCATION: Contra Costa County offers outstanding educational credentials . . .

- Contra Costa students post SAT scores far above regional, state and national averages . . . advance placement rates outpace state and nation,
- High school dropout rate is far below region and state . . . and falling,
- 64% of adults in County attended college . . . half completed four or more years.

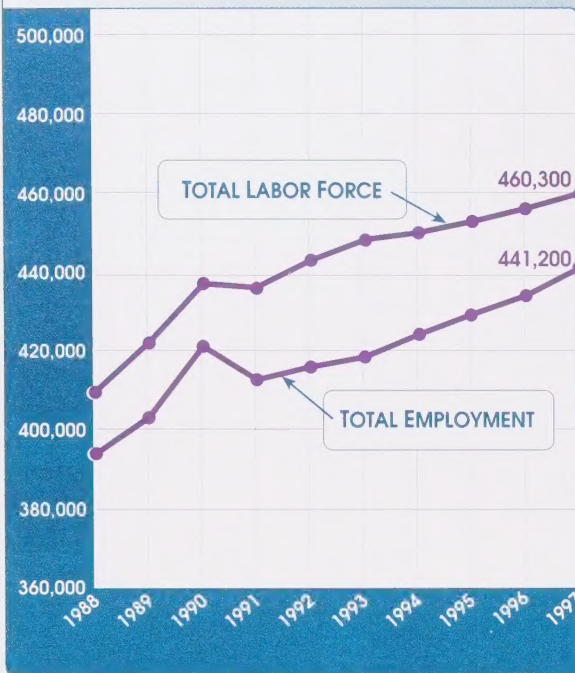
FAMILIES: Contra Costa County is a family-oriented community . . .

- 60% of adults are married
- 23% of adults participate in schools, by far the highest proportion in Bay Area
- 70% of adults live in owned homes
- The County is embracing increasing ethnic diversity
- Median price of homes sold is second lowest in Bay Area . . . good affordability!

ENVIRONMENT: Contra Costa County has an ideal climate and . . .

- The County consistently outperforms the Bay Area on ozone pollution measures
- Highway congestion has decreased in the past two years while delays in other Bay Area counties have increased
- BART (Bay Area Rapid Transit) has expanded farther into the County
- The County's crime index is lower than the region and the state
- County residents have unparalleled opportunities for outdoor recreation

COUNTY LABOR FORCE AND EMPLOYMENT 1988 TO 1997



SOURCE: California Employment Development Department (1997 figures are for month of May)

LABOR FORCE / EMPLOYMENT

WHY IT'S IMPORTANT:

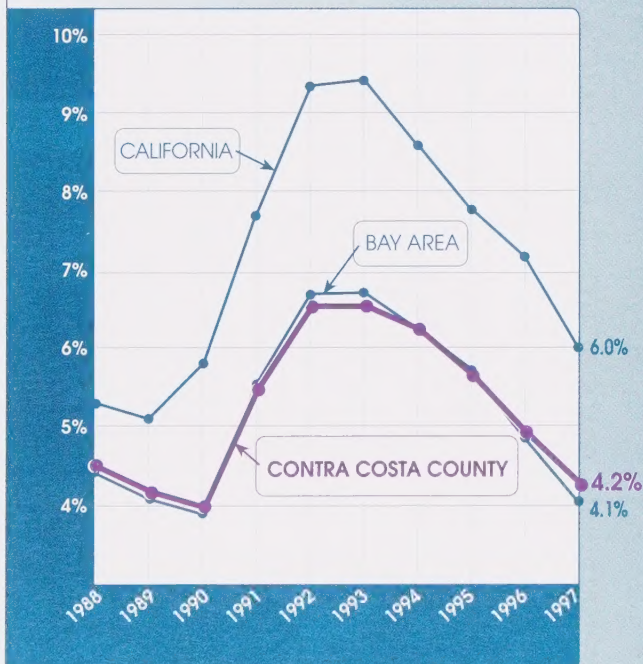
Figures for total labor force and total employment reflect the potential and actual pool of labor available within the County at a given time. Trend lines illustrate the relationship between these variables over time.

HOW WE'RE DOING:

The total labor force available within Contra Costa County topped 460,000 in 1997, with the number of employed residents reaching 441,200. Since 1993, the percentage of labor force actually employed has increased to 95.8%

UNEMPLOYMENT

AVERAGE UNEMPLOYMENT RATE 1990 TO 1997



SOURCE: California Employment Development Department (1997 figures are for month of May)

WHY IT'S IMPORTANT

Unemployment figures provide a general indicator of business health in an area.

HOW WE'RE DOING

Unemployment has declined steadily in Contra Costa County since 1993, reaching 4.2% in 1997. Over the past decade, the County's unemployment rate has kept pace with Bay Area unemployment figures and remained significantly lower than California's rate.

EMPLOYMENT CLASSIFIEDS

WHY IT'S IMPORTANT:

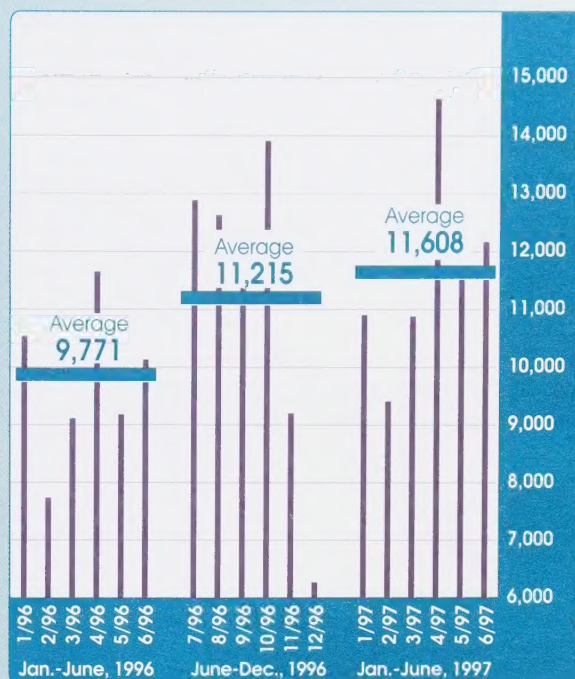
Classified employment ads in an area's daily newspaper provide a good indicator of jobs available within the community; employment ad trends serve as a barometer of the local business climate.

HOW WE'RE DOING:

The *Contra Costa Times* is the daily newspaper serving Contra Costa County. During the first six months of 1997, the Times ran an average of 11,600 employment ads, an increase of 19% over the same period in 1996.

JOB QUANTITY/QUALITY ◀ ECONOMY

NUMBER OF EMPLOYMENT ADS
CONTRA COSTA TIMES, JAN., '96 TO JUNE, '97



SOURCE: Contra Costa Newspapers, 1997

EMPLOYMENT COMPOSITION

WHY IT'S IMPORTANT

The employment composition of workers living within the County provides an overall profile of skills and experience available in the workforce. Since almost two out of three (63%) employed residents work within Contra Costa County, this profile also presents a broad picture of occupations available within the County.

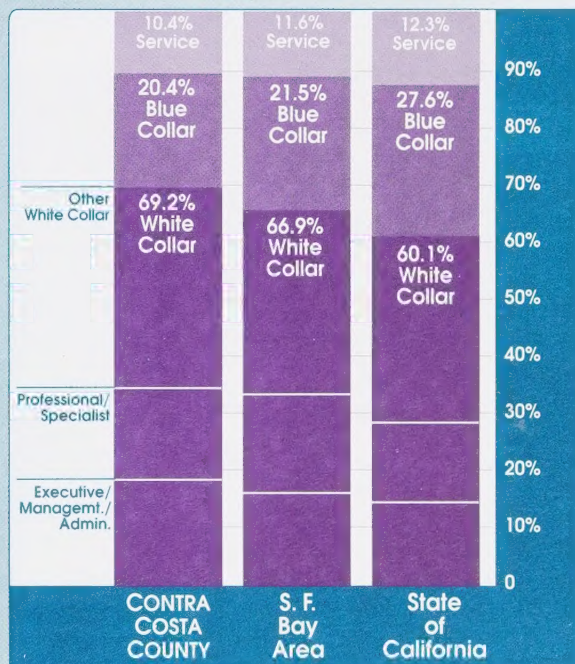
HOW WE'RE DOING

Seven out of ten employed residents in Contra Costa County work in white collar occupations -- 27% in executive or management positions, 23% in professional capacities and the remainder in sales and administrative roles.

The County's figure of 69.2% white collar employment outpaces that of the Bay Area (66.9%) and California (60.1%).

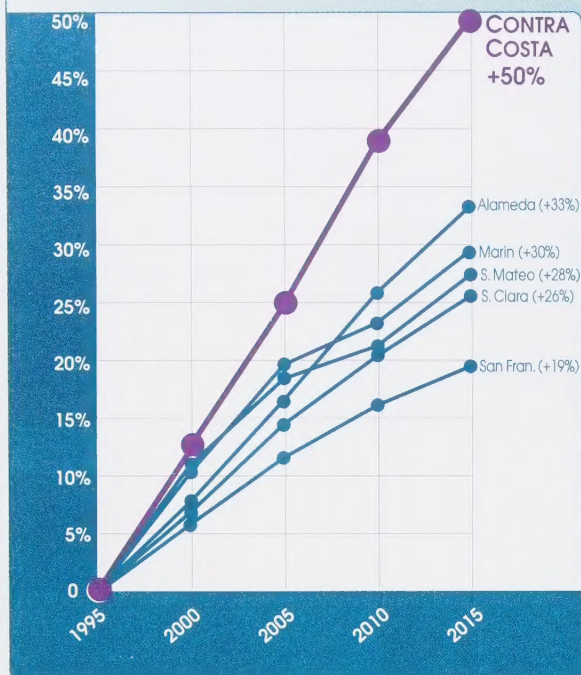
One of five County residents works in a Blue Collar occupation; one of 10 works in a service role.

OCCUPATION COMPOSITION OF
EMPLOYED RESIDENTS 1996



SOURCE: Claritas, Inc. 1996

PROJECTED PERCENTAGE GROWTH
IN TOTAL JOBS, 1995 TO 2015



SOURCE: Association of Bay Area Governments, Projection '96

PROJECTED JOBS ...

WHY IT'S IMPORTANT:

The number of households in Contra Costa County is expected to increase by as much as 108,000 (34%) by the year 2015. Stable long-term growth will require adequate job growth to complement this expected household growth.

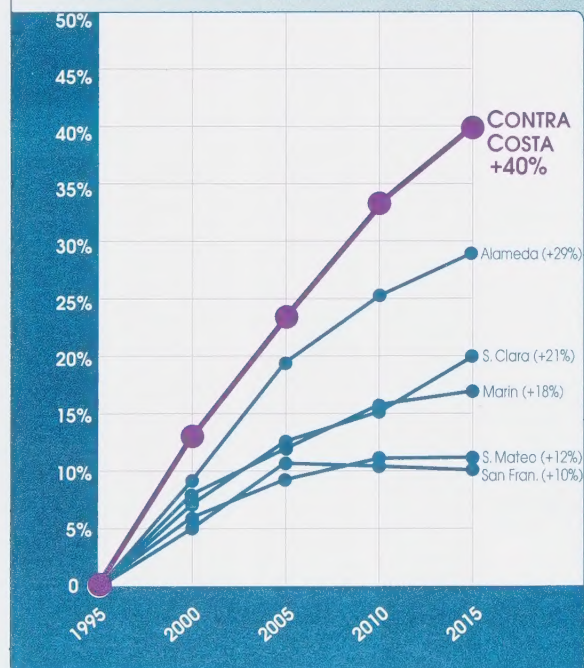
HOW WE'RE DOING:

The number of jobs within Contra Costa County is projected to increase by as much as 147,700 over the next 20 years, an increase of 50% -- well ahead of the pace of anticipated household growth.

Contra Costa County's expected 50% increase in jobs substantially outpaces the 27% average growth projected for other counties within the six-county Bay Area.

... AND PROJECTED WORKERS

PROJECTED PERCENTAGE GROWTH
IN EMPLOYED RESIDENTS, 1995 TO 2015



SOURCE: Association of Bay Area Governments, Projection '96

WHY IT'S IMPORTANT

The relationship between the number of jobs available within the County and the number of employed residents is important. If there are fewer jobs than workers, residents are forced to look elsewhere for work, adding to commute pressures on highways and public transportation.

HOW WE'RE DOING

As noted above, the County is projected to add 147,000 jobs over the next 20 years; in the same period 166,600 additional workers will call Contra Costa County home, an increase of 40% over 1995.

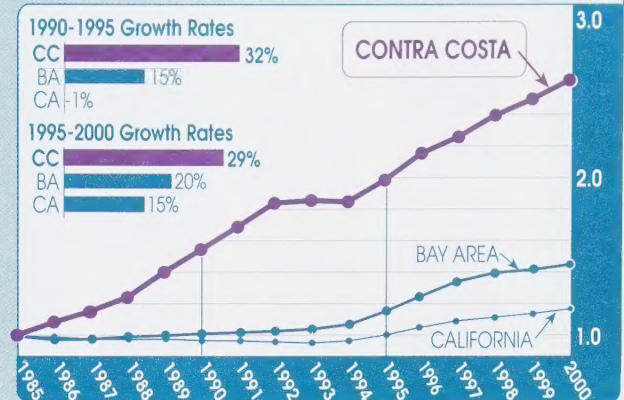
The County's "job deficit" of 120,000 more workers than jobs in 1995 is expected to grow to 140,000 over the next 20 years. While this imbalance has implications for the area's transportation system, it does assure a large and growing pool of skilled, well-educated workers available for firms considering locations in Contra Costa County.

TELECOMMUNICATIONS

Of the several cutting edge industries establishing a strong presence in Contra Costa County, telecommunications is the most well established. A number of smaller telecommunications firms have joined major firms such as Pacific Bell and Air Touch along the I 680 corridor in the past few years (see map on pages 9-10).

Telecommunications employment in Contra Costa County grew by 32% from 1990 to 1995 (twice the Bay Area's rate) and is expected to continue at about the same rate through the year 2000, outpacing both the Bay Area and the State of California.

TELECOMMUNICATIONS EMPLOYMENT INDEX
1985 TO 2000 (Index, 1985 = 1.0)



SOURCE: PG&E, Community Relations Dep't.

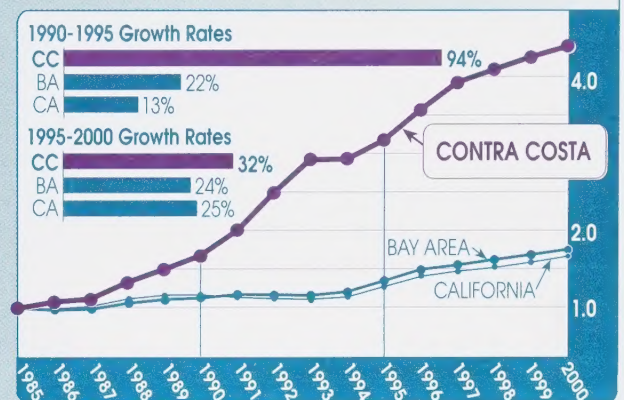
COMPUTERS & RELATED ELECTRONICS

In 1988, Contra Costa County began a growth surge in computers and related electronics employment that has continued to outpace the region and the state.

From 1990 to 1995, employment growth was 94%, more than four times the Bay Area's growth rate in this sector. Contra Costa's growth rate for computer related employment is expected to slow to 32% for the period from 1995 to 2000, yet the County will continue to grow at a rate significantly higher than the Bay Area and California.

The County has also become home to a number of computer software firms, whose locations are noted on the map on pages 9-10.

COMPUTER/RELATED EMPLOYMENT INDEX
1985 TO 2000 (Index, 1985 = 1.0)



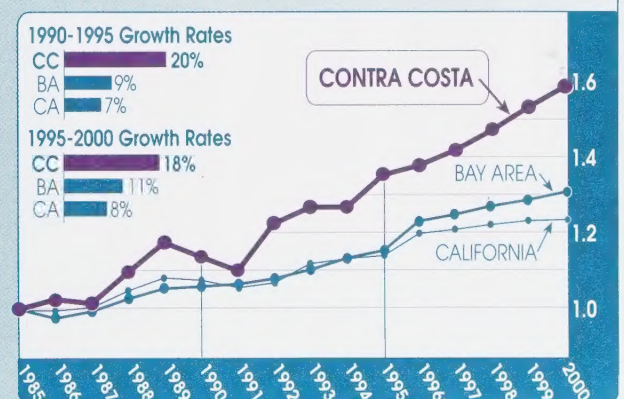
SOURCE: PG&E, Community Relations Dep't.

BIOSCIENCE

After a brief dip in bioscience employment from 1989 to 1991, Contra Costa County has enjoyed a strong double-digit rate of growth that is expected to continue through the end of the century, well ahead of the growth rate expected for the Bay Area and California.

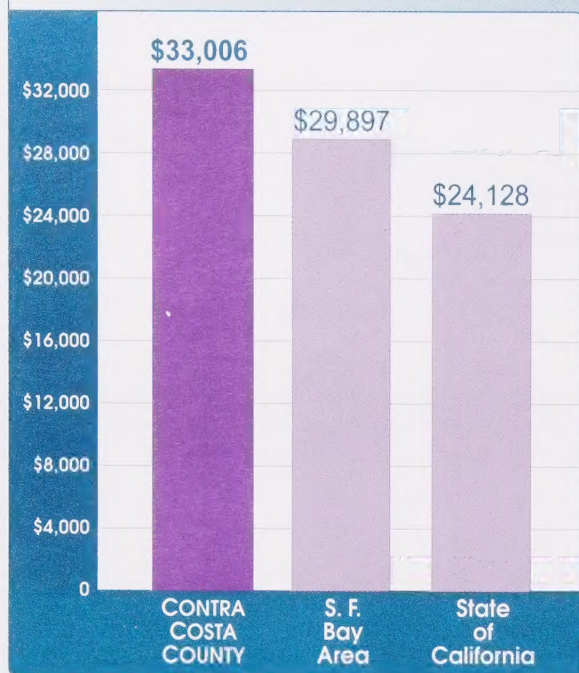
See the map on pages 9-10 for locations of biotech firms in the Contra Costa area.

BIOSCIENCE EMPLOYMENT INDEX
1985 TO 2000 (Index, 1985 = 1.0)



SOURCE: PG&E, Community Relations Dep't.

MEDIAN PERSONAL INCOME 1995



SOURCE: California State Franchise Tax Board, State Reports on Median Income for 1995. (Note: Bay Area median income estimated)

MEDIAN PERSONAL INCOME

WHY IT'S IMPORTANT:

A higher median personal income level generally translates into greater buying power and increased personal investment. It also tends to attract a better educated, more qualified workforce seeking the advantages of an upscale, dynamic lifestyle. Together, these elements offer prospective companies an attractive environment.

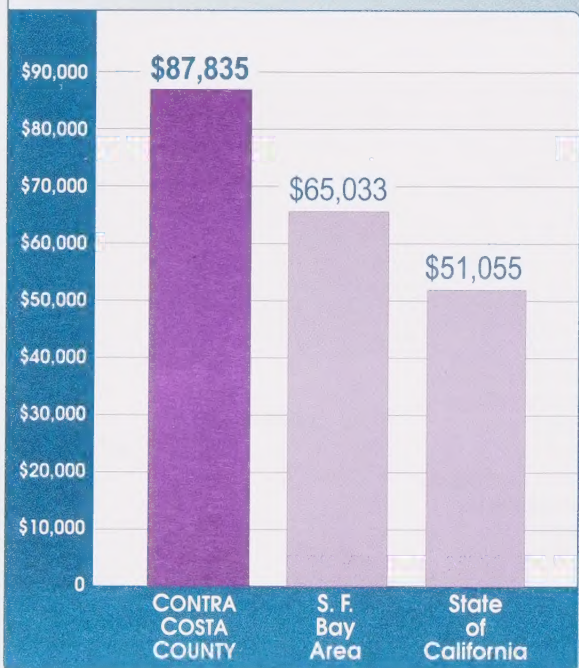
HOW WE'RE DOING:

Contra Costa County has the highest median personal income in the State.

Bay Area counties (state rank):

• CONTRA COSTA CO. (#1)	\$33,006
• Marin Co. (#2)	\$32,401
• San Mateo Co. (#3)	\$31,147
• Santa Clara Co. (#4)	\$30,893
• Alameda Co. (#8)	\$28,329
• San Francisco Co. (#15)	\$25,241

MEDIAN HOUSEHOLD WEALTH 1996



SOURCE: Claritas, Inc. 1996. Wealth is defined as the sum of all financial assets (checking and savings accounts, stocks, bonds and primary home value) minus financial liabilities (all credit, mortgage, auto, personal, home improvement and other loans)

MEDIAN HOUSEHOLD WEALTH

WHY IT'S IMPORTANT

The household wealth measure, unlike an income report, provides a point-in-time snapshot of the overall financial health of households in an area, essentially the households' assets minus liabilities. It provides an indication of monies currently (or potentially) available for spending.

HOW WE'RE DOING

The median household in Contra Costa County had \$87,835 in wealth in 1996 -- 35% higher than the nine county Bay Area and 72% higher than the State.

Top counties in the Bay Area:

• Marin Co.	\$91,143
• CONTRA COSTA CO.	\$87,835
• San Mateo Co.	\$81,319
• Santa Clara Co.	\$71,417
• Alameda Co.	\$49,583
• San Francisco Co.	\$24,889

NUMBER OF RETAIL OUTLETS

WHY IT'S IMPORTANT:

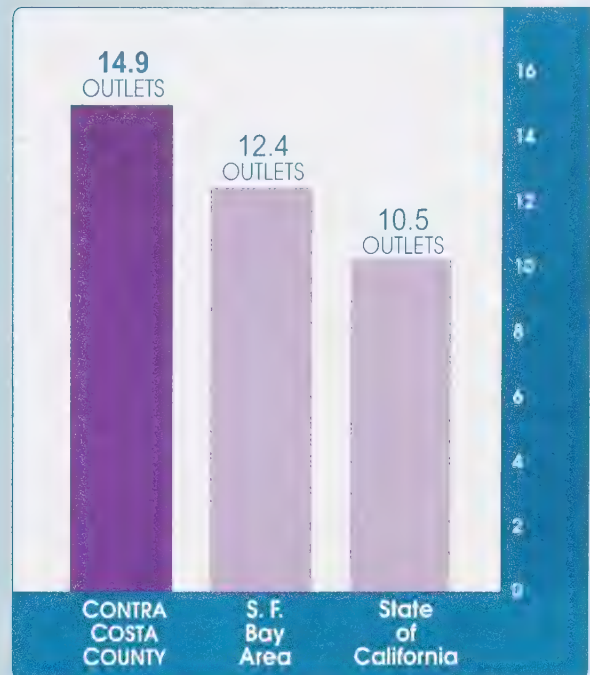
Ample retail outlets provide the conduits for a thriving retail economy. More outlets provide more choices for consumers, ensure a diversified retail base and promote entrepreneurship in the community.

A tally of retail outlets per 1,000 population provides a consistent yardstick of retail density and diversity across markets.

HOW WE'RE DOING:

On average there are slightly more than 10 retail outlets for every 1,000 California residents. Consumers in Contra Costa County can select from a 42% greater range of choice than the state average, reflecting the diverse and robust retail landscape in Contra Costa County.

RETAIL OUTLETS PER 1000 POPULATION
1995



SOURCE: California Retail Survey, 1997 Edition

RETAIL GROWTH

WHY IT'S IMPORTANT

Obviously, dynamic retail growth reflects a robust consumer economy. By measuring the growth in retail outlets as well as retail sales, we're able to gauge retailers' collective evaluation of a market's consumer strength over time.

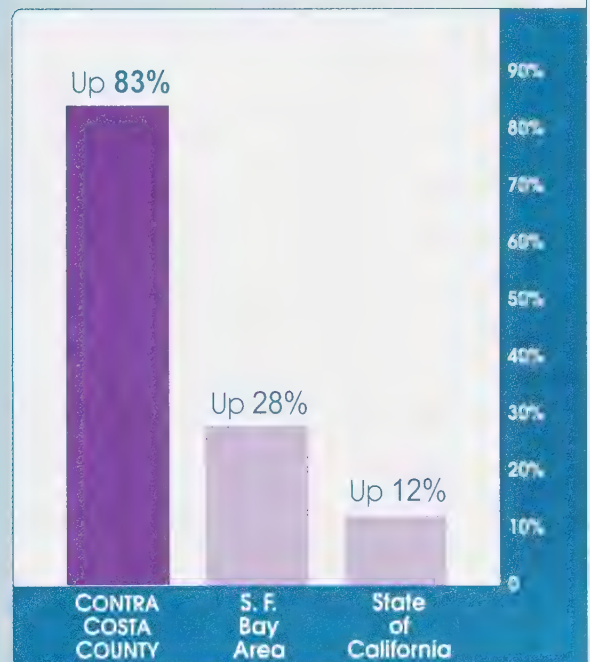
HOW WE'RE DOING

Retail sales in Contra Costa County jumped by more than a half-billion dollars from 1993 to 1996, an increase of 10.2%. In categories reflecting market growth, building materials jumped 15.9%, appliances 19.3%.

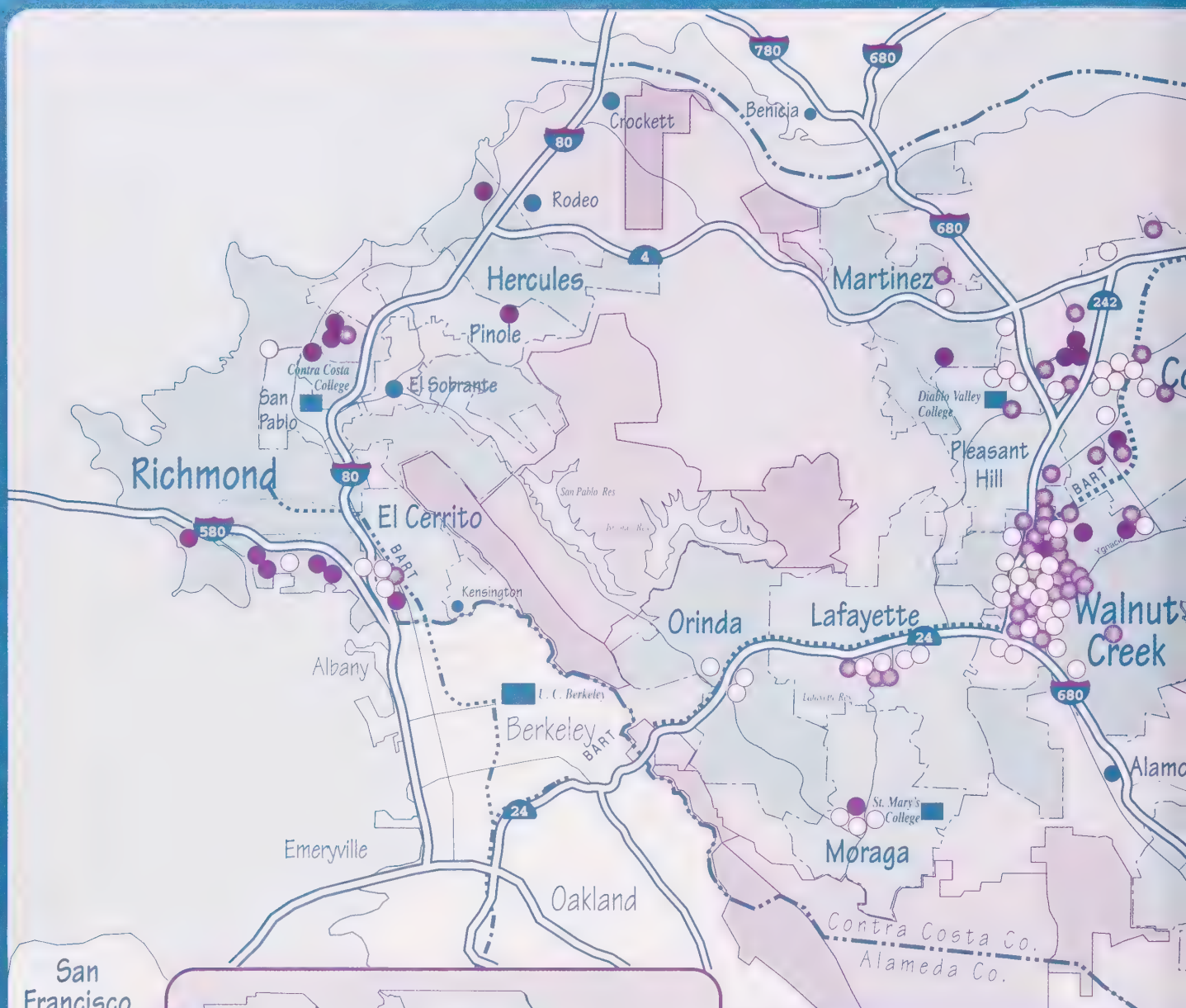
Over the 10 year period from 1985 to 1995, the number of retail outlets per 1,000 residents in Contra Costa County increased three times more than in the San Francisco Bay Area and close to seven times more than in California as a whole.

The Contra Costa market is clearly viewed by retailers as one of California's premier opportunities for retail growth.

GROWTH IN OUTLETS PER 1000 POPULATION
1985 TO 1995

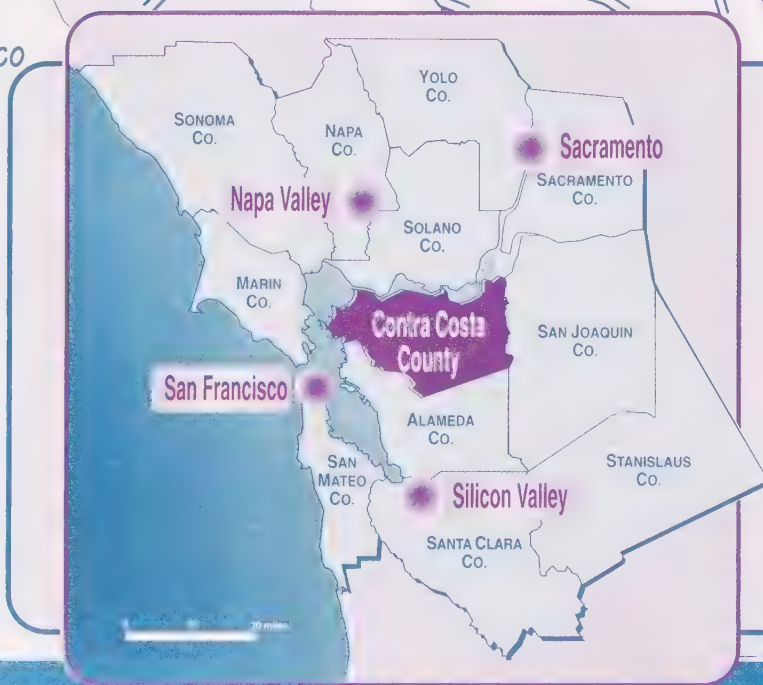


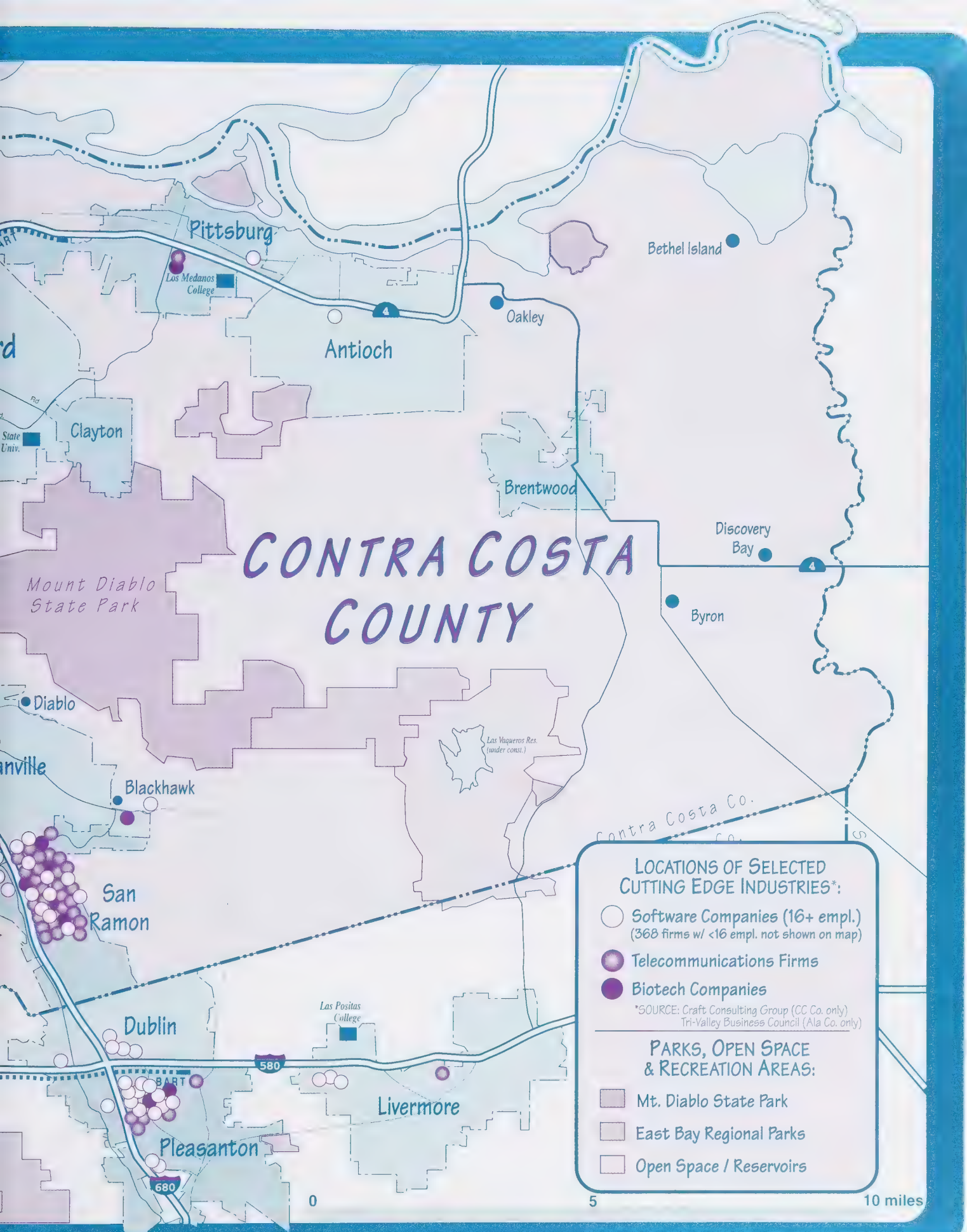
SOURCE: California Retail Survey, 1997 Edition



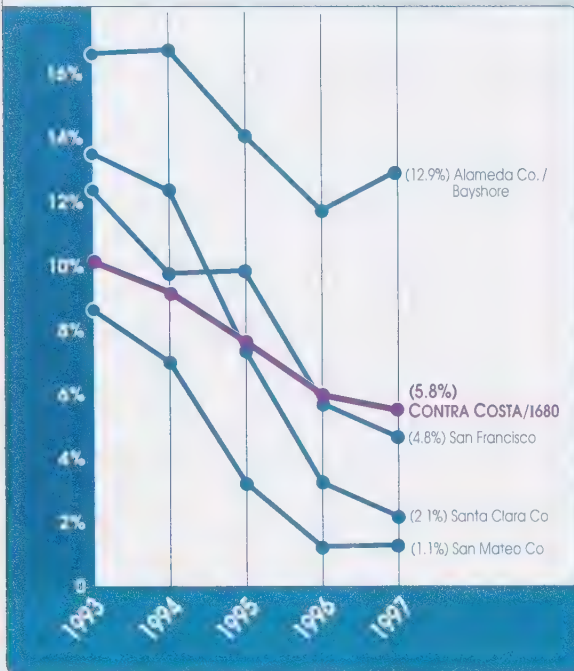
CONTRA COSTA COUNTY

*Located
in the Heart of
Northern California*





OFFICE VACANCY RATES
1993 TO 1997



OFFICE VACANCY

WHY IT'S IMPORTANT:

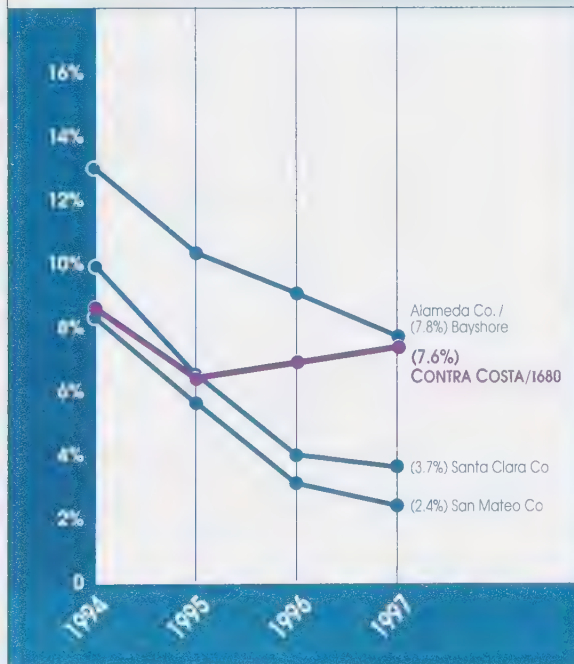
Office market vacancy and rental rates provide a snapshot of locational conditions facing office-based businesses. Comparing trends in different areas can reveal shifts in competitive market advantages and disadvantages.

HOW WE'RE DOING:

The supply of available office space has fallen dramatically in the Bay Area over the past few years, particularly in Santa Clara, San Mateo and San Francisco Counties.

Vacancy rates have declined more slowly in the Contra Costa/1680 area giving prospective tenants a relatively broader range of choices at generally more favorable rental rates than those available in other Bay Area counties.

INDUSTRIAL VACANCY RATE
1994 TO 1997



INDUSTRIAL VACANCY

WHY IT'S IMPORTANT

The industrial-using manufacturing, wholesaling and international trade-oriented sectors are vital economic building blocks. The availability of industrial properties at reasonable rates is important to the growth of these sectors within the local economy.

HOW WE'RE DOING

Unlike other industrial-based counties surrounding San Francisco, the Contra Costa/1680 corridor area has actually experienced a slight increase in vacancies during the past two years, in large part due to opportunities in northern Contra Costa, southern Solano and eastern Alameda counties.

SOURCE: CB Commercial, Grubb & Ellis, 1997 Notes:

1. Alameda Co./Bayshore includes western Alameda County plus the Richmond area of western Contra Costa Co. (1997 figure is 2nd Qtr.)
2. Contra Costa/1680 includes central and eastern Contra Costa Co., Livermore, Pleasanton in eastern Alameda Co. plus Solano County (1997 figure is 2nd Qtr.)
3. Santa Clara is entire county (Year end for 1994-'96; August for 1997)
5. San Mateo Co. (4th Qtr. for 1994-'96; 2nd Qtr. for 1997)

SMALL BUSINESS STRENGTH

WHY IT'S IMPORTANT:

A healthy mix of small businesses -- together with a population of affluent, well-educated, technologically-savvy residents -- is a breeding ground for entrepreneurial success and the emergence of tomorrow's cutting edge industries.

HOW WE'RE DOING:

More than 94% of the businesses in Contra Costa have fewer than 50 employees. Four of every ten (41.2%) workers in the County are employed in these small businesses, compared to 35.6% in the Bay Area and 37.8% in California.

By employment, the County's fastest growing sectors from 1992 to 1999 are engineering/management/research (40.8% growth) and business services, including computer software (34.8%). Ninety-one percent of engineering/management/research firms in Contra Costa have fewer than 20 employees; 87% of business service firms have fewer than 20 employees.

FUTURE ENTREPRENEURS

WHY IT'S IMPORTANT

There's no clear way to accurately gauge a market's ability to generate tomorrow's entrepreneurs. However, one promising indicator is the propensity of young people to adopt and use the computer-based tools that underpin tomorrow's most promising industries.

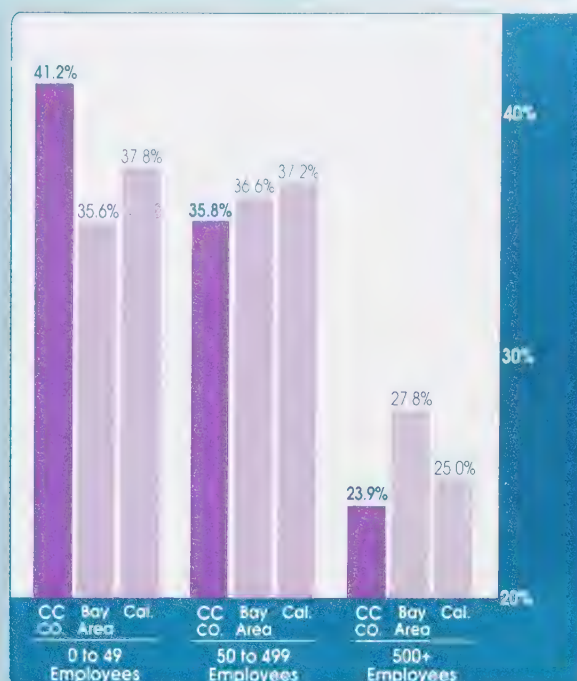
HOW WE'RE DOING

A 1996 survey comparison of households with children in the six primary Bay Area counties shows that children in Contra Costa households are more likely to use a computer than children in any of the other counties.

Four of every ten (40.8%) Contra Costa children under 12 years of age use a computer in a week (averaging 5.6 hours/week); three of ten (30.9%) children 12 to 17 use a computer (averaging 6.3 hours/week).

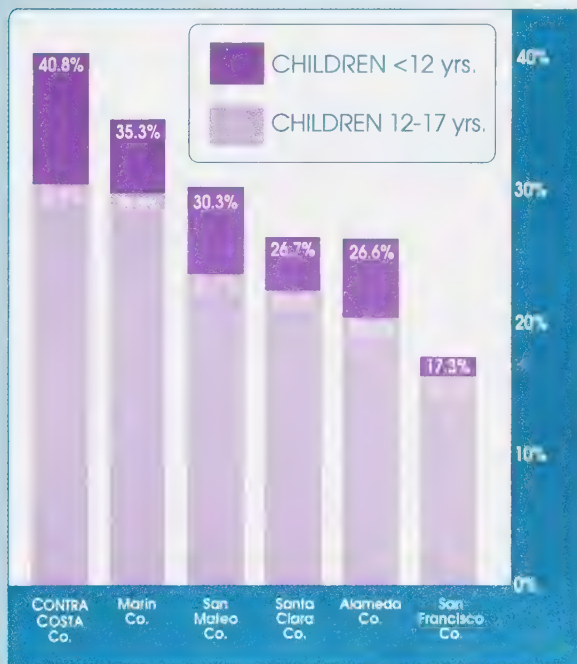
BUSINESS VITALITY < ECONOMY

PERCENT OF EMPLOYEES BY SIZE OF FIRM, 1996



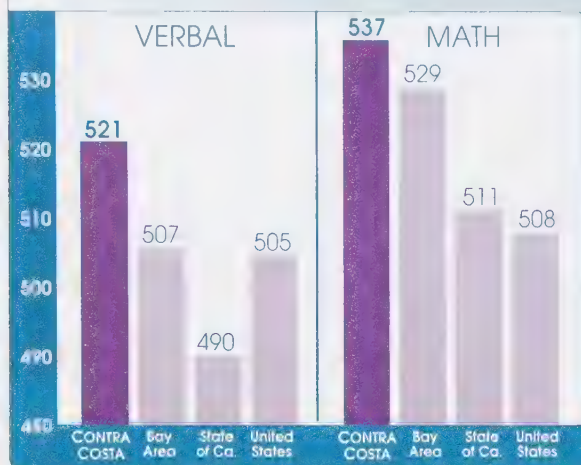
SOURCE: California Employment Development Department (unemployment insured employment by size of business, 3rd. Qtr., 1996); U.S. Bureau of the Census.

PERCENT OF HOUSEHOLDS WITH CHILDREN USING COMPUTER IN PAST WEEK, 1996



SOURCE: The Gallup Organization, 1996 (data are based on households having children; computer use is defined as one hour or more per week)

SCHOLASTIC APITUDE TEST (SAT) SCORES 1996



SOURCE: California Dep't. of Education (figures are for public schools only)

SAT SCORES

WHY IT'S IMPORTANT:

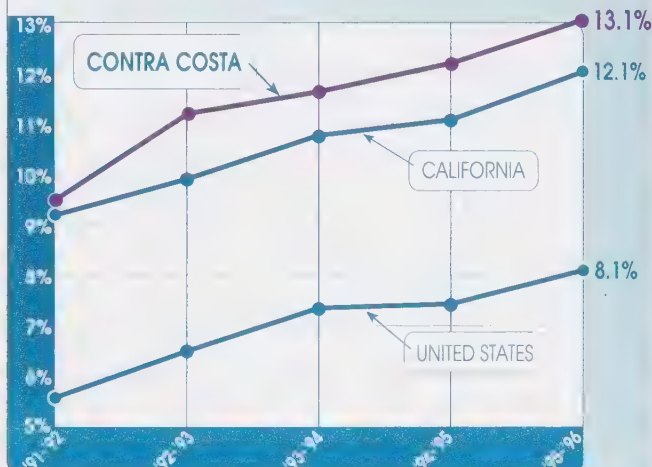
Scholastic Aptitude Tests (SAT) are a basic indicator of a student's ability to learn. For the workplace of the 21st century, the average worker will need to adapt to continuous change and learn new skills in the process.

HOW WE'RE DOING:

Contra Costa's average SAT scores significantly exceed regional, state and national averages.

ADVANCED PLACEMENT

ADVANCED PLACEMENT RATES 1996



SOURCE: California Dep't. of Education (regional data not available)

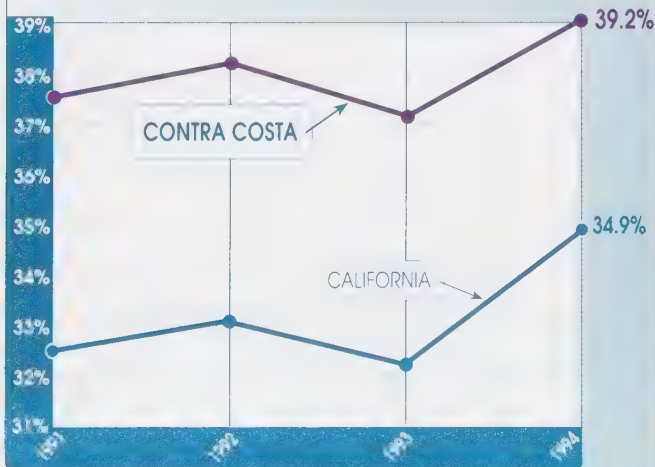
WHY IT'S IMPORTANT:

Advanced Placement Exams give high school Juniors and Seniors the opportunity to receive college credit for those exams passed with a score of "3" or higher. This program helps students accelerate their education.

HOW WE'RE DOING:

In the 1995-96 year, Contra Costa students passed AP exams at a rate almost twice the national average.

PERCENT COMPLETING UC "a-f" SEQUENCE 1996



SOURCE: California Dep't. of Education (regional data not available)

% COMPLETING UC SEQUENCE

WHY IT'S IMPORTANT:

The University of California "a-f" course sequence is a college preparatory curriculum including English, math, foreign language, laboratory science, U.S. history and world history, plus electives.

HOW WE'RE DOING:

Four of every ten Contra Costa students complete the UC college prep sequence, a significantly higher rate than the State of California.

DROPOUT RATE

WHY IT'S IMPORTANT:

The high school dropout rate reflects on an area's ability to prepare productive workers with adequate skills for the labor marketplace.

HOW WE'RE DOING:

In the 1995-96 school year Contra Costa's dropout rate of 2.2% was 31% lower than the Bay Area and 44% lower than the State. While County school enrollments went up 5.1% from '93-'94 to '95-'96, the County's dropout rate went down 14.3% in the same period.

% CHANGE IN H. S. GRADS

WHY IT'S IMPORTANT:

High school graduates are the basic building blocks in a well-qualified labor force.

HOW WE'RE DOING:

From 1991 to 1996, the number of high school graduates in Contra Costa County increased by 10.7%, compared to only 2.7% growth in the entire Bay Area. During that period, Contra Costa increased its share of Bay Area grads from 18.1% to 19.5% (CC Co. has 15.6% of Bay Area population).

% WITH COLLEGE EDUCATION

WHY IT'S IMPORTANT:

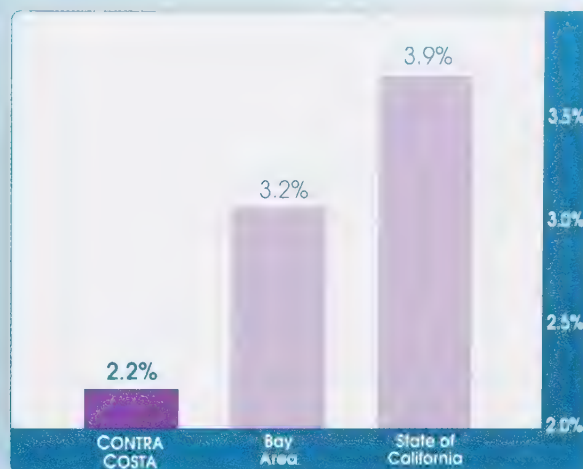
College training is essential for many jobs in today's marketplace.

HOW WE'RE DOING:

Nearly two of every three (64%) Contra Costa residents have attended college -- a percentage 10% above the State average -- and half (49%) of this group completed four or more years of college.

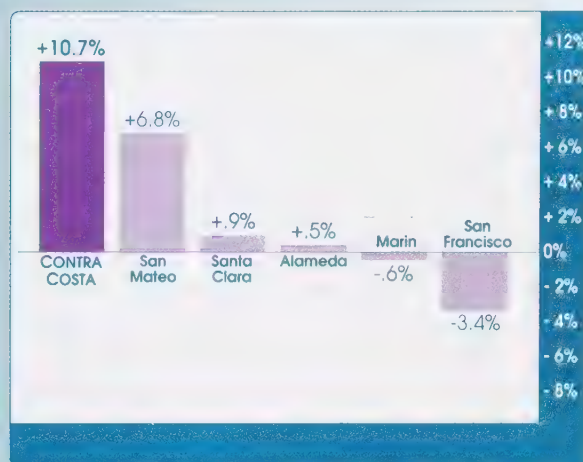
EDUCATION < QUALITY OF LIFE

HIGH SCHOOL DROPOUT RATES 1995-1996 SCHOOL YEAR



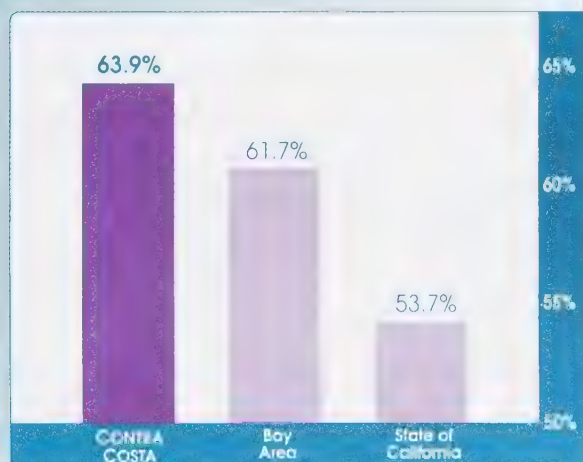
SOURCE: California Dep't. of Education

% CHANGE IN NUMBER OF H.S. GRADUATES BY COUNTY, 1991 TO 1996



SOURCE: California Dep't. of Education, Educational Demographics Unit

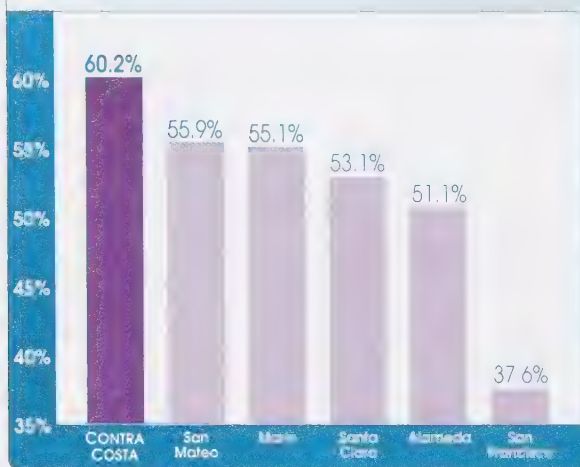
PERCENT OF ADULTS WHO ATTENDED COLLEGE



SOURCE: Claritas, Inc. 1996

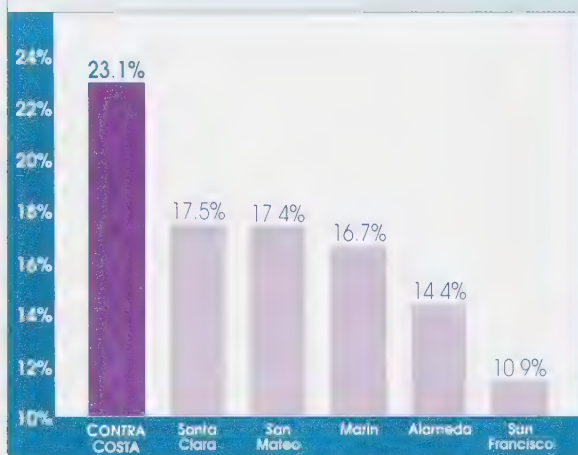
QUALITY OF LIFE ► FAMILIES

PERCENT OF ADULTS WHO ARE MARRIED,
BY COUNTY IN BAY AREA, 1996



SOURCE: The Gallup Organization, Inc. 1996

PERCENT OF ADULTS WHO PARTICIPATE
IN CHILD'S SCHOOL (e.g. PTA), 1996



SOURCE: The Gallup Organization, Inc. 1996

CHANGE IN % OF SCHOOL ENROLLMENT
CONTRA COSTA COUNTY, 1985 TO 1996



SOURCE: California Basic Educational Data System (Cal. Dept. of Educ.)

PERCENT MARRIED

WHY IT'S IMPORTANT:

While families are defined in a variety of ways in today's culture, married adults remain the traditional foundation of a family-oriented community.

HOW WE'RE DOING:

Sixty percent of adults in Contra Costa County are married -- a significantly higher percentage than any other primary Bay Area county. And 58% of Contra Costa adults are living in two-adult households.

% INVOLVED IN CHILD'S SCHOOL

WHY IT'S IMPORTANT:

Adults who participate in their child's school reflect a community that cares about its children, its schools and its future.

HOW WE'RE DOING:

Nearly one in four (23%) Contra Costa adults is actively participating in school activities, a considerably higher percentage than any other Bay Area county.

CHANGE IN SCHOOL ETHNIC MIX

WHY IT'S IMPORTANT:

As our society becomes increasingly multi-cultural, it is important that our schools embrace diversity and continue to thrive.

HOW WE'RE DOING:

During the past 11 years, the percentage of Hispanic students in Contra Costa's school population increased 7.8% and the percentage of Asian students increased 2.2%, while the percentage of white students declined 11.4%. In 1996, 57.8% of students were white, 17.0% Hispanic, 12.6% Black, 7.9% Asian.

PERCENT HOME OWNERS

WHY IT'S IMPORTANT:

Home owners traditionally feel a significant level of investment in their communities along with the obvious financial investment they have in their property.

HOW WE'RE DOING:

Seven of every ten adults in Contra Costa County are living in owned homes, a far higher percentage than any other primary Bay Area county.

% IN SINGLE FAMILY RESIDENCE

WHY IT'S IMPORTANT:

Typically, residents in single family units experience a broader sense of neighborhood and an increased range of responsibilities compared to apartment residents.

HOW WE'RE DOING:

Fully three-fourths of Contra Costa adults are living in single family units, a dramatically higher proportion than in other counties surrounding San Francisco.

MEDIAN HOME PRICES

WHY IT'S IMPORTANT:

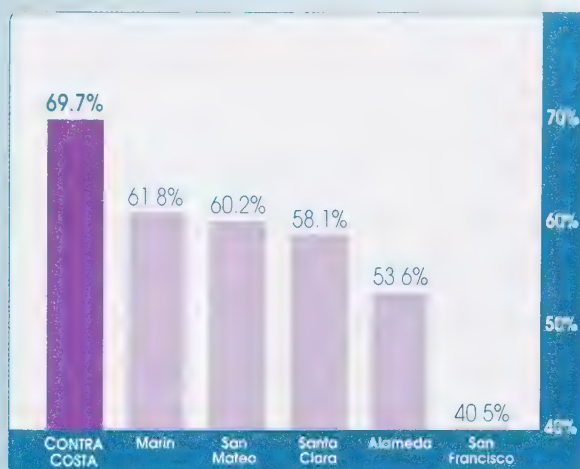
The ability to purchase an affordable home is critical to the development of a stable and viable workforce.

HOW WE'RE DOING:

While Contra Costa ranks number one in income in the Bay Area (see page 7), the median price of homes sold in the County ranked second from the lowest in 1997. And while median home prices jumped 7.5% in the Bay Area from 1996 to 1997, they were up just 2.3% in Contra Costa. So a greater proportion of Contra Costa families are able to afford a median priced home than families in other Bay Area counties.

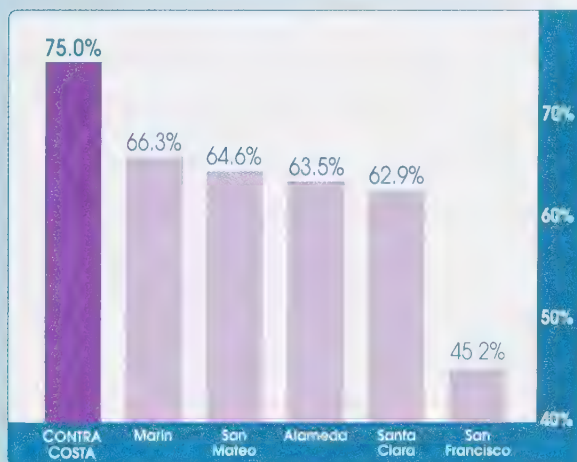
EDUCATION < QUALITY OF LIFE

PERCENT OF ADULTS IN OWNED HOMES BY COUNTY, 1996



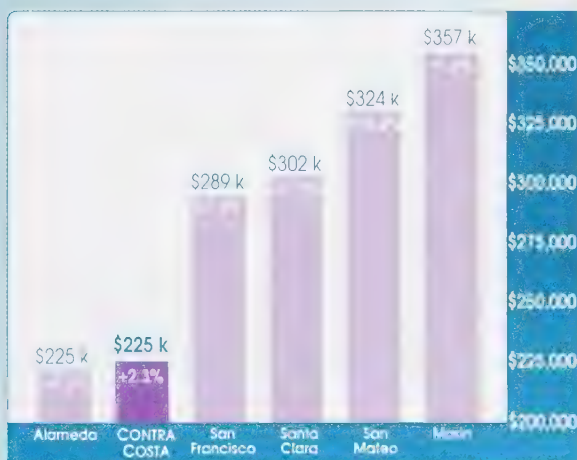
SOURCE: The Gallup Organization, Inc. 1996

PERCENT OF ADULTS IN SINGLE FAMILY RESIDENCE BY COUNTY, 1996



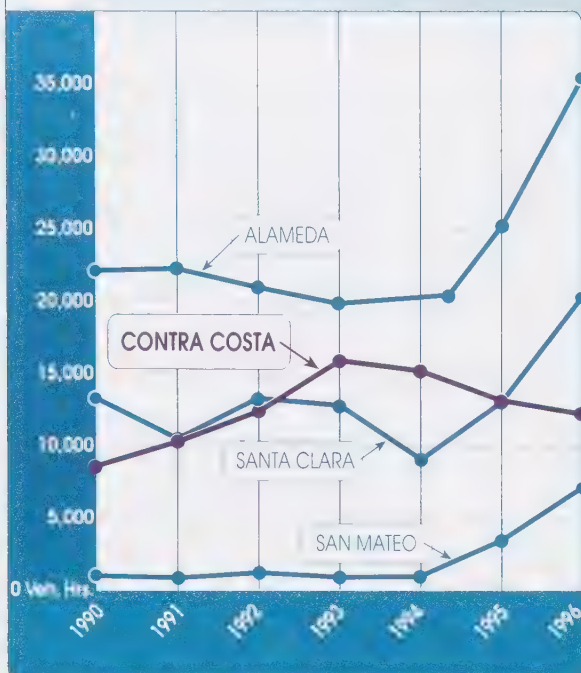
SOURCE: The Gallup Organization, Inc. 1996

MEDIAN PRICE OF HOMES SOLD, 1997 & PERCENT INCREASE, 1996 to 1997



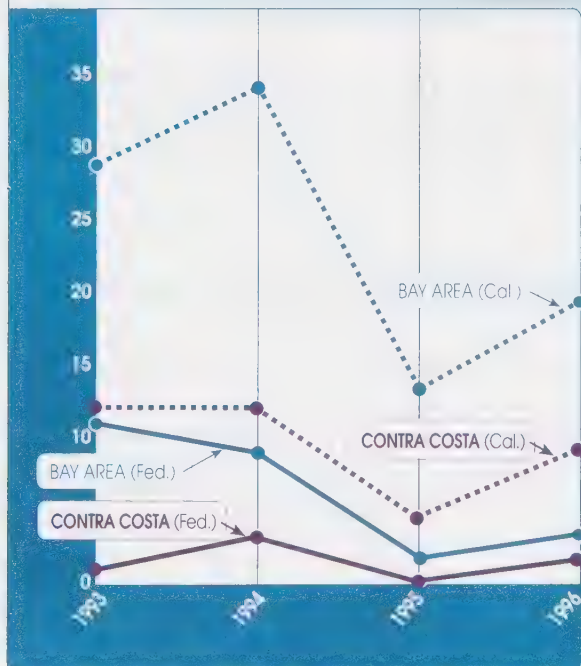
SOURCE: Dataquick Information Services/S. F. Business Times

TOTAL DAILY TRAFFIC DELAY (VEHICLE HOURS)
SELECTED COUNTIES, 1990 TO 1996



SOURCE: California Dep't. of Transportation (CALTRANS), Office of Highway Operations, District 4 (Note: 1992, 1995 and 1996 changes in capacity assumptions may make year-to-year comparisons within a county inaccurate, however county-to-county comparisons for any given year are accurate).

NO. DAYS EXCEEDED AIR QUALITY (OZONE)
REGULATIONS, 1993 TO 1996



SOURCE: Bay Area Air Quality Management District

HIGHWAY CONGESTION / BART

WHY IT'S IMPORTANT:

A rapidly growing population has put a strain on the Bay Area's transportation system, increasing the frequency of commute delays.

HOW WE'RE DOING:

While Contra Costa residents experienced increasing traffic delays in the early 1990's, delays have decreased since 1993. Other major Bay Area counties have experienced dramatic increases in traffic delays during the past two years.

During 1996-97, BART (Bay Area Rapid Transit) extended its Contra Costa line to North Concord (1996), Bay Point/Pittsburg (1997) and added a new line serving Dublin/Pleasanton in eastern Alameda County (1997). See map on pages 9-10.

OZONE POLLUTION

WHY IT'S IMPORTANT

Air quality is vital to the health of people and the natural environment.

HOW WE'RE DOING

Contra Costa County has consistently performed better than the Bay Area in meeting both U.S. standards and more stringent California standards for ozone pollution.

In 1996, the County exceeded California standards on nine days and U.S. standards on just two days.

CRIME

WHY IT'S IMPORTANT:

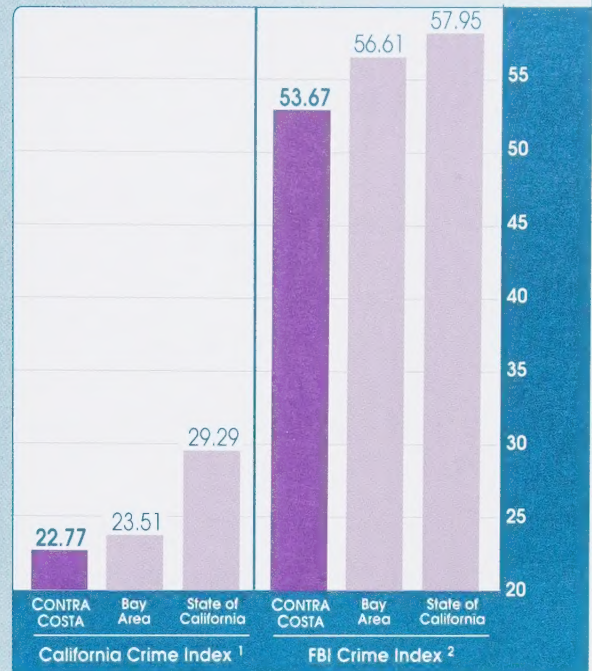
A safe environment is important to residents' well-being and peace of mind.

HOW WE'RE DOING:

Using both the California Crime Index and the FBI Crime Index, Contra Costa County has a crime rate lower than both the Bay Area and the State of California.

ENVIRONMENT & QUALITY OF LIFE

CALIFORNIA CRIME INDEX & FBI CRIME INDEX (CRIMES/1000 POP), 1995



SOURCE: Criminal Justice Statistics Center, Bureau of Criminal Information & Analysis, California Department of Justice (1995 figures).

1. California Crime Index includes Willful Homicide, Forcible Rape, Robbery, Aggravated Assault, Burglary and Motor Vehicle Theft.

2. FBI Crime Index includes all of the above plus Larceny-Theft and Arson.

PARKS AND RECREATION

WHY IT'S IMPORTANT

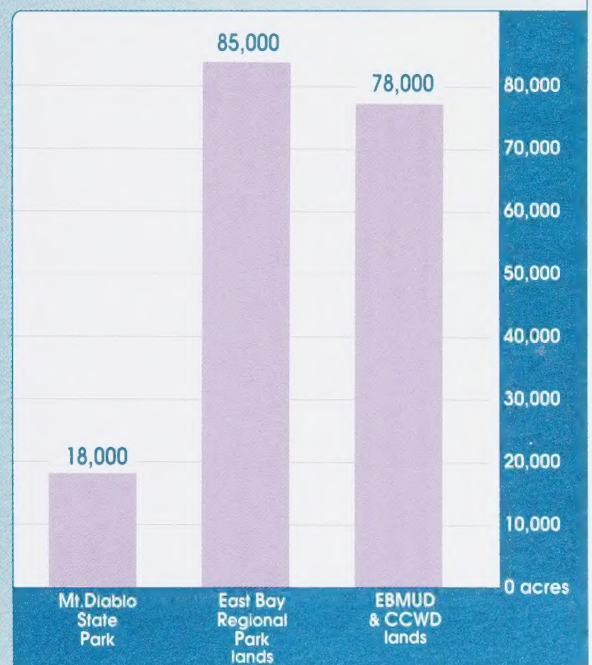
Adequate park and open space land provides an attractive environment in which to live and ample opportunities for outdoor recreation.

HOW WE'RE DOING

Contra Costa County and the greater East Bay are blessed with an ideal climate and over 180,000 acres of dedicated park and open space lands. (see map on pages 9-10).

- 18,000 acre Mt. Diablo State Park forms the focal point of Contra Costa County.
- The East Bay Regional Park District includes 54 parks, recreation areas, wildernesses, shorelines, preserves, land banks and trails encompassing 85,000 acres -- the largest such regional system in the United States.
- The East Bay Municipal Utility District and the Contra Costa Water District manage 80,000 acres of watershed/reservoir lands plus recreation sites.
- The 1,100 sq. mi. San Francisco Bay Delta provides hundreds of miles of waterways & shoreline along Contra Costa's northern and eastern borders.

ACRES OF PARK, RECREATION AND OPEN SPACE LANDS, 1997



SOURCES: California Department of Parks & Recreation, East Bay Regional Park District, East Bay Municipal Utility District, Contra Costa Water District.

CITIES / POPULATION

CITY	1997 POPULATION	PROJECTED 2010 POPULATION
Antioch	76,500	116,600
Brentwood	14,500	35,000
Clayton	10,050	14,200
Concord	111,800	130,000
Danville	38,100	48,900
El Cerrito	23,300	31,700
Hercules	18,800	26,800
Lafayette	23,600	28,000
Martinez	35,350	48,500
Moraga	16,350	17,500
Orinda	16,900	17,800
Pinole	18,150	29,500
Pittsburg	50,800	97,100
Pleasant Hill	31,450	46,500
Richmond	91,300	123,600
San Pablo	25,900	31,300
San Ramon	41,950	48,200
Walnut Creek	62,200	88,700
Unincorporated	172,200	140,100
CONTA COSTA CO.	879,200	1,120,000

In Alameda County . . .

Dublin	26,750	58,900
Livermore	67,800	96,700
Pleasanton	59,800	79,300

SOURCES: 1997 Population -- California Department of Finance
2010 Projections -- Assoc. of Bay Area Gov'ts., Projections '96

**WE GRATEFULLY ACKNOWLEDGE THE
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PROVIDING INFORMATION & ASSISTANCE**

Association of Bay Area Governments
Bay Area Air Quality Management District
Bay Area Rapid Transit (BART) District
California Association of Realtors
California Department of Education
California Department of Finance
California Department of Justice
California Department of Parks & Recreation
California Department of Transportation
California Employment Development Dep't.
California Franchise Tax Board
CB Commercial Real Estate
Commercial Real Estate Services
Contra Costa County Office of Education
Contra Costa Newspapers
Contra Costa Transportation Authority
Contra Costa Water District
Craft Consulting Group
East Bay Municipal Utility District
East Bay Regional Park District
Grubb & Ellis Real Estate
Metropolitan Transportation Commission
Pacific Gas & Electric Co.
Tri-Valley Business Council
U. S. Bureau of the Census

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